

National Weather Festival 2006 Sponsorship Opportunities

Overview

November 4th has been chosen as the National Weather Festival Day in Oklahoma. As a joint effort between the National Weather Center, Norman Chamber of Commerce and *The Oklahoman*, the National Weather Festival's primary goal is to offer opportunities for festival attendees to explore the weather industry, learn about severe weather safety and also experience the technology and resources available through the National Weather Center. High points of the festival include a storm chaser car show, a children's tent filled with activities, balloon launches every hour on the hour by local celebrities, exhibitors featuring weather-related products and services, plus tours, weather-related seminars and technology exhibitions in the new National Weather Center. The event will be hosted on the new campus of the National Weather Center in Norman from 9 a.m. to 1 p.m.

National Weather Festival 2006 Promotional Outline

1. Early October – skyscraper ad and micro site launch on NewsOK.com
2. October XX - 25" festival promotional ad in the Main Section
3. October XX - 25" festival promotional ad in the Main Section
4. October XX - 25" festival promotional ad in the Main Section
5. October XX - 25" festival promotional ad in the Main Section
6. October 29th -- four – page special section
7. October 29th -- full-color/full page wrap on the outside of newspapers to targeted zip codes
8. October 29th -- animated ad on Newsok.com
9. October 30th -- animated ad on Newsok.com
10. October 31st -- animated ad on Newsok.com
11. November 1st -- animated ad on Newsok.com
12. November 2nd -- animated ad on Newsok.com
13. November 3rd -- animated ad on Newsok.com
14. November 4th - 60" festival promotional ad in the Main Section
15. November 4th -- animated ad on Newsok.com
16. November 4th – on-site radio remotes
17. TV Support - TBD

Information Contact

Sponsorship opportunities are available to organizations with shared interests in supporting the Weather Festival. For additional information, please contact:

-- Keli Tarp, Public Affairs Specialist at NOAA Weather Partners (405) 325-6933 or by email at keli.tarp@noaa.gov

-- Michelle Kelley, Promotions Manager for OPUBCO Communications Group (405) 475-4041 or by email at mkelley@oklahoman.com

-- Anna-Mary Suggs, Executive Director at the Norman Chamber of Commerce (405) 321-7260 or by email at anna-mary.suggs@normanchamber.com.

Presenting Sponsorship

- Exclusive sponsorship (logo will always be at the top when next to Weather Festival Logo)
- Exclusive logo treatment in all communications "Presented By "
- Exclusive logo presence on cover of 4--page festival pullout to October 29th section
- 11.5 X 6" full color ad in October 29 section in The Oklahoman (qty = approximately 300,000)
- Full page, full color ad in "mock front page" wrap around newspapers delivered to a targeted audience determined by Weather Festival committee. (qty = 10,000)
- Logo in minimum of five (5) newspaper ads promoting Weather Festival
- Logo on NewsOK.com web page promoting show (with link to sponsor site)
- Mention in all Weather Festival press releases
- Logo recognition on Festival Banner that hands off the side of the new National Weather Center building
- Logo on all show banners and signage
- Logo recognition on event flier (qty = 2,000)
- Logo recognition on collector cups* (qty = 2,000)
- Logo recognition/ad space in children's activity book* (qty = 2,000)
- 10 ' x 6 ' exhibit space at Weather Festival
- Ability to provide 20 banners to be placed around the festival
- Ability to have a high profile individual be a part of the celebrity balloon launches
- Ability for tip-in cards to be inserted into bags* (qty = 2,000)
- Mention in all radio PSA's
- Mention in all television PSA's

Investment: \$20,000 net

Terms and Conditions

We agree to abide by the rules and regulations outlined in the exhibitor's manual, and the move in and move out schedules will be strictly adhered to. Liability: Exhibitors shall indemnify and hold harmless the Oklahoma Publishing Company for all liabilities, including costs and attorney fees that may occur arising from or connected with the transportation, placing, removal, operation, staffing or display of exhibits. Exhibitors are urged to insure themselves against such risk of loss or liability. Although security guards will be on duty, the above-mentioned associations do not guarantee exhibitors against loss by theft or otherwise. The Oklahoman reserves the right to decline or prohibit any exhibit, exhibitor or proposed exhibit, which in its opinion is not suitable, or not in keeping with the character of the exhibition. The deposit is \$100 per booth and is non-refundable after Oct. 13, 2006. The balance is due on or before October 30, 2006 and will require payment in full at the time the booth is reserved. Booth assignments are not guaranteed until the balance is received. It is understood that booth assignments will be made in order of receipt of the signed contract and that selection is determined on the basis of first come, first served, but that insofar as possible. First choice will be granted.

Signed _____ Date _____
Authorized Representative

Category (Tent) Sponsorships - 4 available

Kids Activities, Storm Chaser Car Show, Exhibitors, Weather Seminars

- Exclusive Category sponsorship which includes naming rights to tent reference. For example "Marc Heitz Storm Chaser Car Show", "Boldt Construction's Children's Activities"
- Exclusive logo treatment in all communications "Sponsored By "
- 5.667" X 6" full color ad in October 29 section in The Oklahoman (qty = approximately 300,000)
- Half page, full color ad in "mock front page" wrap around newspapers delivered to a targeted audience determined by Weather Festival committee. (qty = 10,000)
- Logo in minimum of five (5) newspaper ads promoting Weather Festival
- Logo on NewsOK.com web page promoting show (with link to sponsor site)
- Mention in all Weather Festival press releases
- Name recognition on Festival Banner that hands off the side of the new National Weather Center building
- Logo on all show banners and signage
- Logo recognition on event flier (qty = 2,000)
- Logo recognition on collector cups* (qty = 2,000)
- Logo recognition/ad space in children's activity book* (qty = 2,000)
- 10' x 6' exhibit space at Weather Festival
- Ability to provide 10 banners to be placed around the festival
- Ability for tip-in cards to be inserted into bags* (qty = 2,000)
- Mention in all radio PSA's
- Mention in all television PSA's

Investment: \$10,000 net

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Media Sponsorships

- Logo treatment in all communications "Sponsored By "
- **Exclusive media logo presence on one --page festival pullout to October 29th section**
- 5.667" X 6" full color ad in October 29 section in The Oklahoman (qty = approximately 300,000)
- Half page, full color ad in "mock front page" wrap around newspapers delivered to a targeted audience determined by Weather Festival committee. (qty = 10,000)
- Ability to have a high profile individual be a part of the celebrity balloon launches
- Logo in minimum of five (5) newspaper ads promoting Weather Festival
- Logo recognition all show banners and signage
- Logo recognition on event flier (qty = 2,000)
- Logo recognition on collector cups* (qty = 2,000)
- Logo recognition/ad space in children's activity book* (qty = 2,000)
- 10 ' x 6 ' exhibit space at Weather Festival
- Ability to provide 10 banners to be placed around the festival
- Ability to have a high profile individual be a part of the celebrity balloon launches
- Ability for tip-in cards to be inserted into bags* (qty = 2,000)

Investment: \$5,000 cash and \$15,000 in-kind promotional spots for Festival

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Doppler Radar Sponsorships

- Exclusive logo treatment in all communications “Sponsored By ”
- 5.667” X 6” full color ad in October 29 section in The Oklahoman (qty = approximately 300,000)
- Half page, full color ad in “mock front page” wrap around newspapers delivered to a targeted audience determined by Weather Festival committee. (qty = 10,000)
- Logo in minimum of five (5) newspaper ads promoting Weather Festival
- Logo recognition all show banners and signage
- Logo recognition on event flier (qty = 2,000)
- Logo recognition on collector cups* (qty = 2,000)
- Logo recognition/ad space in children’s activity book* (qty = 2,000)
- 10’ x 6’ exhibit space at Weather Festival
- Ability to provide 10 banners to be placed around the festival
- Ability to have a high profile individual be a part of the celebrity balloon launches
- Ability for tip-in cards to be inserted into bags* (qty = 2,000)
- Mention in all radio PSA’s
- Mention in all television PSA’s

Investment: \$5,000 cash

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Vortex Sponsorships

- Exclusive logo treatment in all communications “Sponsored By ”
- 5.667” X 3” full color ad in October 29 section in The Oklahoman (qty = approximately 300,000)
- 5.667” X 3”, full color ad in “mock front page” wrap around newspapers delivered to a targeted audience determined by Weather Festival committee. (qty = 10,000)
- Name in minimum of three (3) newspaper ads promoting Weather Festival
- Name recognition all show banners and signage
- Name recognition on event flier (qty = 2,000)
- Logo recognition/ad space in children’s activity book* (qty = 2,000)
- 10 ’ x 6 ’ exhibit space at Weather Festival
- Ability to provide 3 banners to be placed around the festival
- Ability for tip-in cards to be inserted into bags* (qty = 2,000)

Investment: \$2,500 cash

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Wall Cloud Sponsorships

- Exclusive logo treatment in all communications “Sponsored By ”
- 5.667” X 3”, full color ad in “mock front page” wrap around newspapers delivered to a targeted audience determined by Weather Festival committee. (qty = 10,000)
- Name in minimum of two (2) newspaper ads promoting Weather Festival
- Name recognition on event flier (qty = 2,000)
- Name recognition/ad space in children’s activity book* (qty = 2,000)
- 10 ’ x 6 ’ exhibit space at Weather Festival
- Ability to provide 1 banners to be placed around the festival

Investment: \$1,000 cash

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Booth Opportunities Sponsorships

- Name recognition on event flier (qty = 2,000)
- 10 ' x 6 ' exhibit space at Weather Festival

Investment: \$300 cash

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